

**What is claimed is:**

1. A golf ball comprising:

a mark on the surface of the golf ball body, and  
5 a clear coating layer covering the mark, the mark  
having a color tone satisfying  $L \leq 40$  specified  
by Lab color system,

wherein the clear coating layer includes

the base resin; and

10 the luster material comprising a glass flake and  
a metal oxide layer coated on the surface of the glass  
flake.

2. The golf ball according to claim 1, wherein

15 the clear coating layer is an outermost layer, and  
includes the luster material in an amount of 0.5 to 10  
parts by mass based on 100 parts by mass of the base  
resin.

20 3. The golf ball according to claim 2, wherein  
the clear coating layer covers the mark and a  
surrounding of the mark only.

4. The golf ball according to claim 2, wherein

25 the clear coating layer covers a whole surface of the

golf ball body, thereby covering the mark.

5. The golf ball according to claim 2, wherein  
the base resin is a two-component curing urethane  
5 resin.

6. The golf ball according to claim 1, wherein  
a clear paint layer is further formed on the clear  
coating layer, and the clear coating layer includes the  
10 luster material in an amount of 0.5 to 20 parts by mass  
based on 100 parts by mass of the base resin.

7. The golf ball according to claim 6, wherein  
the clear coating layer covers the mark and a  
15 surrounding of the mark only.

8. The golf ball according to claim 6, wherein  
the clear coating layer covers a whole surface of the  
golf ball body, thereby covering the mark.  
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9. The golf ball according to claim 6, wherein  
the base resin is an epoxy resin.

10. The golf ball according to claim 9, wherein  
25 the clear paint layer includes a two-component curing

urethane resin as a base resin.

11. The golf ball according to claim 1, wherein  
the metal oxide is titanium oxide.

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12. The golf ball according to claim 1, wherein  
the luster material comprises a glass flake and a  
titanium oxide layer coated on the whole surface of the  
glass flake.

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13. The golf ball according to claim 12, wherein  
the titanium oxide has a rutile structure.

14. The golf ball according to claim 1, wherein  
15 the luster material has an average particle size of 10  
 $\mu\text{m}$  to  $100\mu\text{m}$ .